

Message Text

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TO AMEMBASSY KHARTOUM PRIORITY
INFO AMEMBASSY CAIRO

UNCLAS STATE 143151

FROM OPIC

E.O. 11652:N/A

TAGS: EFIN

SUBJECT: AGRIBUSINESS (RALSTON PURINA COMPANY)

1. A YEAR AGO, DURING THE VISIT OF PRESIDENT NIMEIRI TO THE UNITED STATES, OPIC ORGANIZED A MEETING BETWEEN THE PRESIDENT AND HIS PARTY AND EIGHT OFFICERS, MAINLY CHIEF EXECUTIVES, OF U.S. COMPANIES IN AGRIBUSINESS. ONE OF THOSE COMPANIES WAS RALSTON PURINA COMPANY, AND THEY ARE THE LATEST ONE OF THAT GROUP TO FOLLOW UP BY SENDING A SENIOR REPRESENTATIVE TO KHARTOUM FOR THE PURPOSE OF REVIEWING THE INVESTMENT POTENTIAL THERE.

2. THE PURINA REPRESENTATIVE IS E. P. LARRICQ, DIRECTOR
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NEW BUSINESS DEVELOPMENT RALSTON PURINA INTERNATIONAL. HE ARRIVES JUNE 24 FOR A FIVE-DAY VISIT. PURINA IS A MEMBER OF THE U.S. AGRIBUSINESS COUNCIL, AND OPIC BELIEVES THAT THE COUNCIL HAS SENT TO THE EMBASSY A LIST OF APPOINTMENTS WHICH LARRICQ HOPES TO ARRANGE UPON HIS ARRIVAL. HE WILL CONTACT THE EMBASSY AND AID REPRESENTATIVE UPON HIS ARRIVAL. HE IS PLANNING TO STAY AT THE HILTON HOTEL.

3. ON JUNE 29 LARRICQ WILL ARRIVE IN CAIRO FOR A ONE-WEEK VISIT TO UPDATE PURINA'S UNDERSTANDING OF THE INVESTMENT POTENTIAL IN EGYPT. AGAIN THE COUNCIL, OPIC BELIEVES,

HAS LISTED FOR THE EMBASSY THE APPOINTMENTS LARRICQ HOPES TO ARRANGE THERE.

4. LARRICQ WILL VISIT OPIC JUNE 21 FOR BRIEFINGS ON THE SUDAN AND EGYPT, AND OPIC WILL CABLE FURTHER INFORMATION ABOUT THE VISITS IF THERE IS NEW INFORMATION. VANCE

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